



AME

Monitoring & Measurement



AMPERAGE





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Overview



“True genius resides in the capacity for evaluation of uncertain, hazardous and conflicting information.”

- Winston Churchill



Plan for Success

- Objective – Can be long- or short-term, must include a specific target.
- Target – A detailed performance requirement such as a due date or improvement measurement.
- Metric - A quantifiable measure that is used to track and assess the status of a specific objective.
- Action - steps taken in order to achieve a specific objective



Plan for Success



Start with the End in Mind

Simple measurements could include:

- Questions called in (track prior to campaign and after)
- Website hits
- Actual disposal pre- and post-campaign
- Interview people pre- and post-campaign
- Here would be an example of a performance goal for 2014:

Potential Target Households	75% Participating	Goal 85%
20,000	15,000	17,000



Return on Investment

Equate results to dollars

If what you want to achieve is worth doing, then it should have a value that can be expressed in dollars. You should be able to quantify the value.

- You are worth it
- What are Facebook “likes” worth?
- What is a new Recycling customer worth?
- What is the value of a newspaper article?
- What is a Web “hit” worth?



Return on Investment

There are many ways to do the calculations:

- You can base it on actual time and cost of that time (for example there may be a cost savings due to less time answering questions)
- You can base it on a cost to society (future clean-up costs for example)
- You can base it on future benefit (less need to expand landfill)
- You can base it on an alternative cost, if your service did not exist (if you had to send your waste to another landfill)



Return on Investment

For example:

- Value each new recycling client = \$500 per year
- 10 new clients yield = \$5,000 per year in savings
- Lifetime cleanup cost savings is = \$150,000
- Cost to acquire new client = \$100

Return on Investment:

- For every \$1 spent, you return \$5 (1 to 5 ratio)





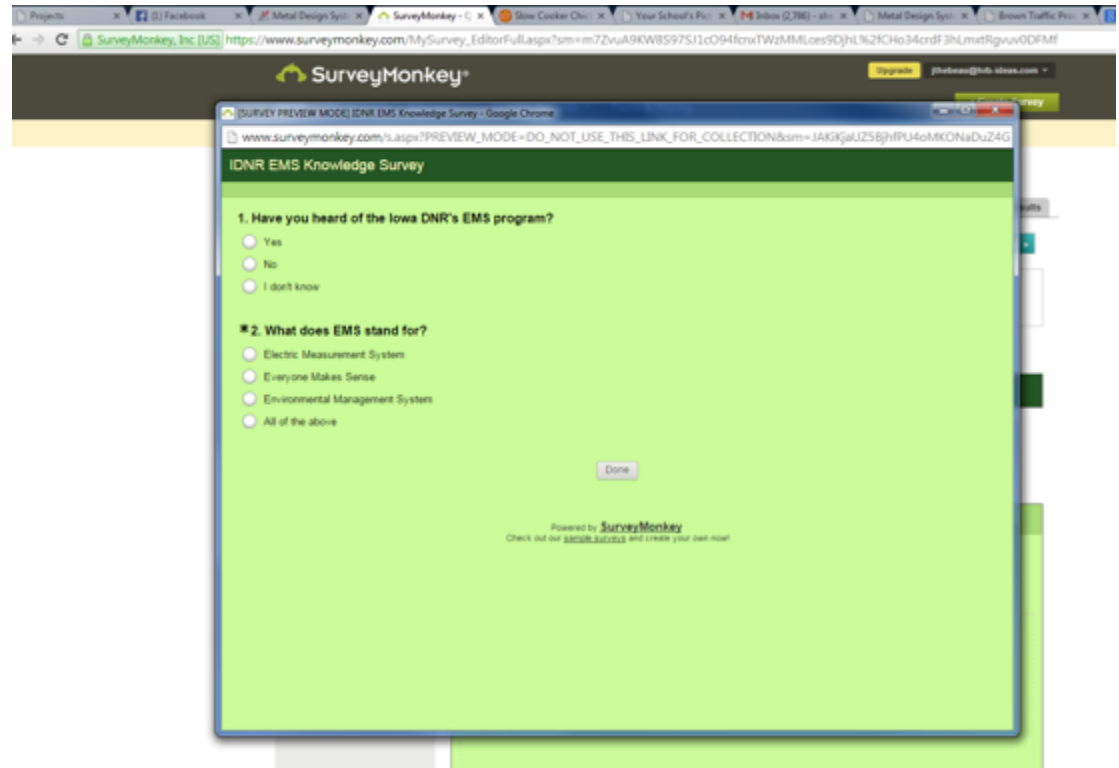
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Internal Communications



Surveys

- Benchmark online survey
- Post-online surveys (6-12 months later)
 - Assesses employee improved EMS knowledge



Quizzes

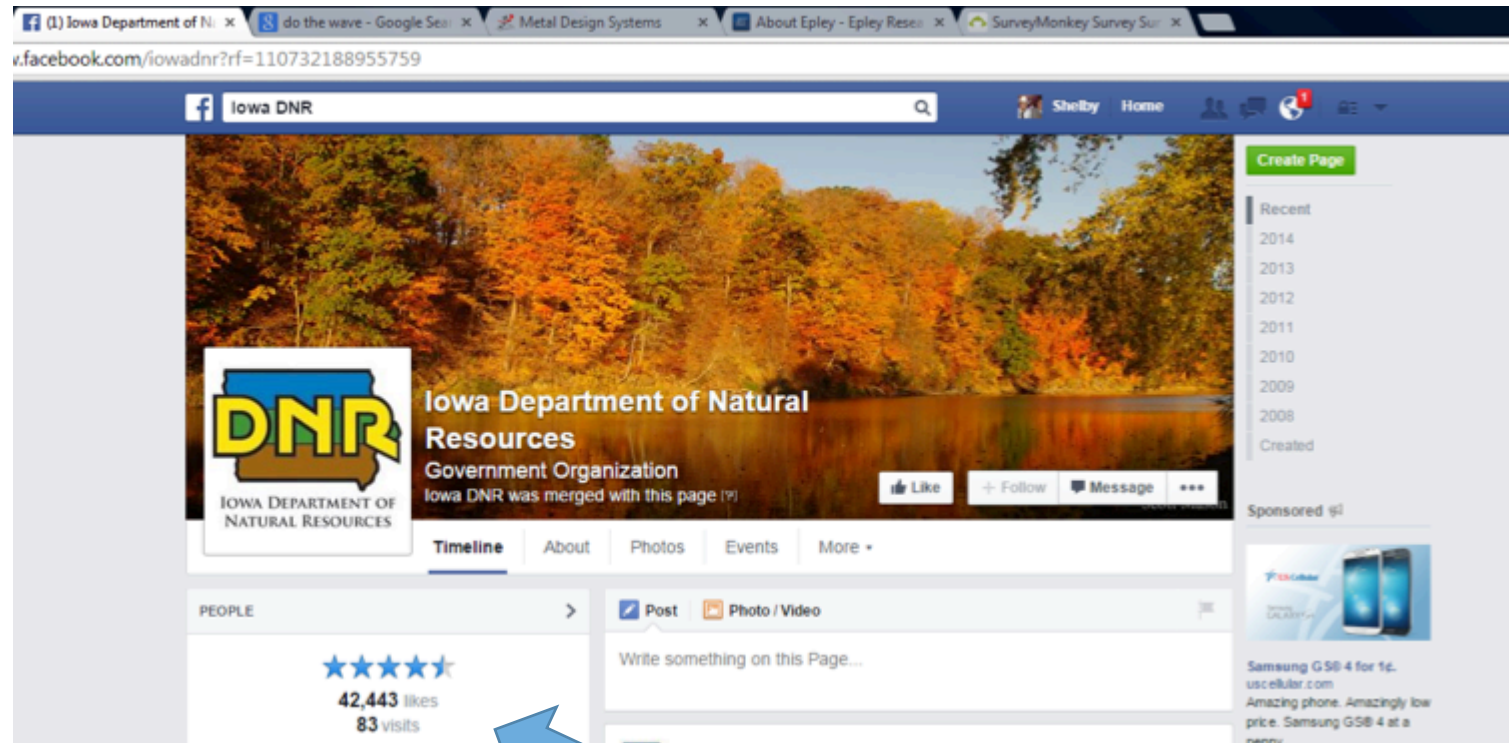
- Simple and fun
- Small prizes to incrementally motivate and reward employees for 100% correct
- Done during staff meetings



“Life is not a final. It’s daily pop quizzes.”
Unknown

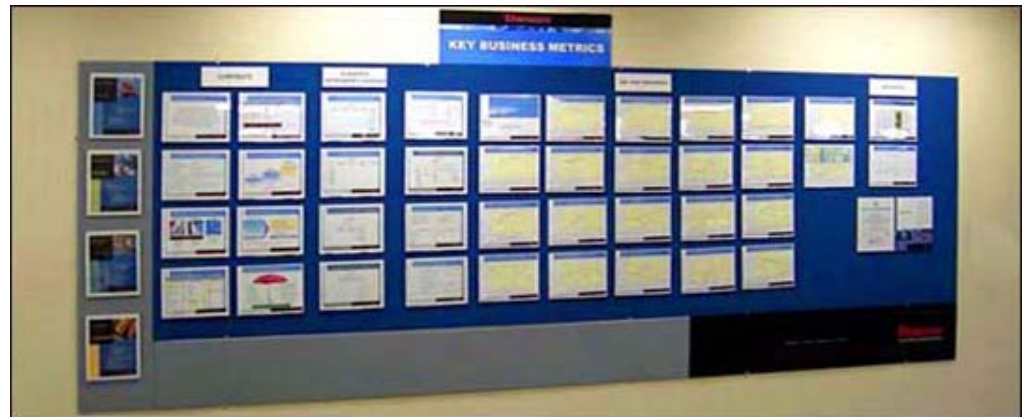


Staff Facebook Page



Interactive bulletin boards

- Number of index cards placed on the board
- Number of suggestions/ideas received
- Number of ideas implemented



Internal Communication Measurement

Communication Effort	Effective Reach	Return	Increase
Bulletin Board	100%	25%	13
Compost Committee	100%	6%	3
Employee Events/ Presentations	100%	75%	38
Quizzes	100%	80%	40
Ideas/Suggestion Box	100%	50%	25
Awards & Recognition	100%	6%	3
Employees Composting	100%	25%	13
TOTAL			135





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External Communications



Campaign Example

- Gained 10 community groups
- 9 events were held
- 21 miles of streams were cleaned



Metro Waste Authority



Surveys

- Benchmark online survey of external audiences
- Post-online surveys (6-12 months later)
 - Assesses community's EMS improved knowledge



Focus Groups

Test potential participation in various programs and gain insight to better set target and metrics:

1. In person
2. Online



Media Monitoring

- Number of times our story appeared in the news
 - Free
 - Paid



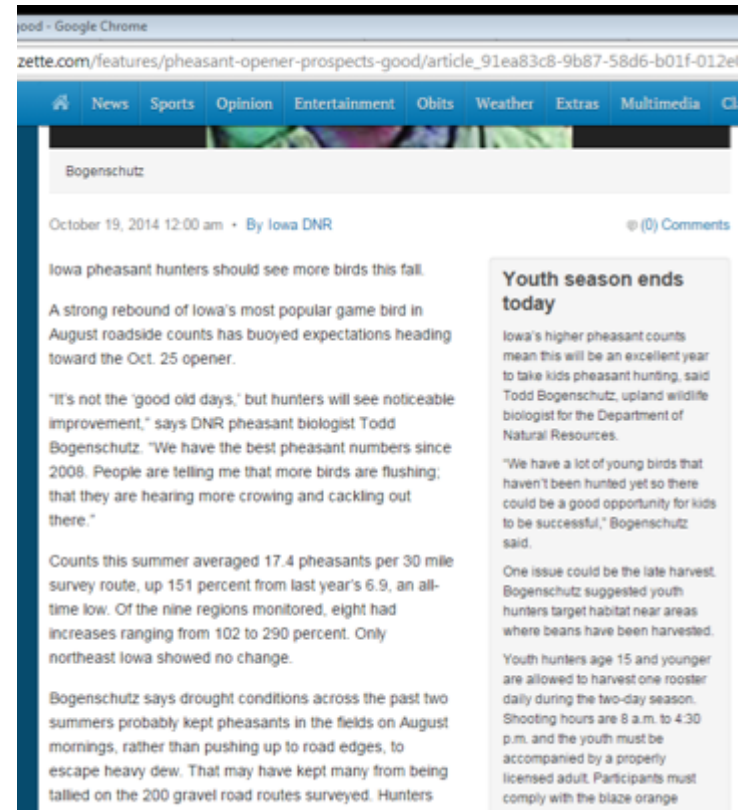
PR Value Measurement

Media Points	Media Quality	Place Points	Placement Quality	Message Points	Message Delivery
1	Low Value	1	Company Mention	1	One Message
2	Neutral Value	2	Brief Listing	2	Two Messages
3	Good Value	3	News, Round-Up Article	3	Three Messages
4	Exceptional Value	4	Stand-Alone Feature/ Editorial	4	Four Messages

Media x (Placement + Message Delivery) = Total Score



Value Measurement



Media x (Placement + Message Delivery) = Total Score

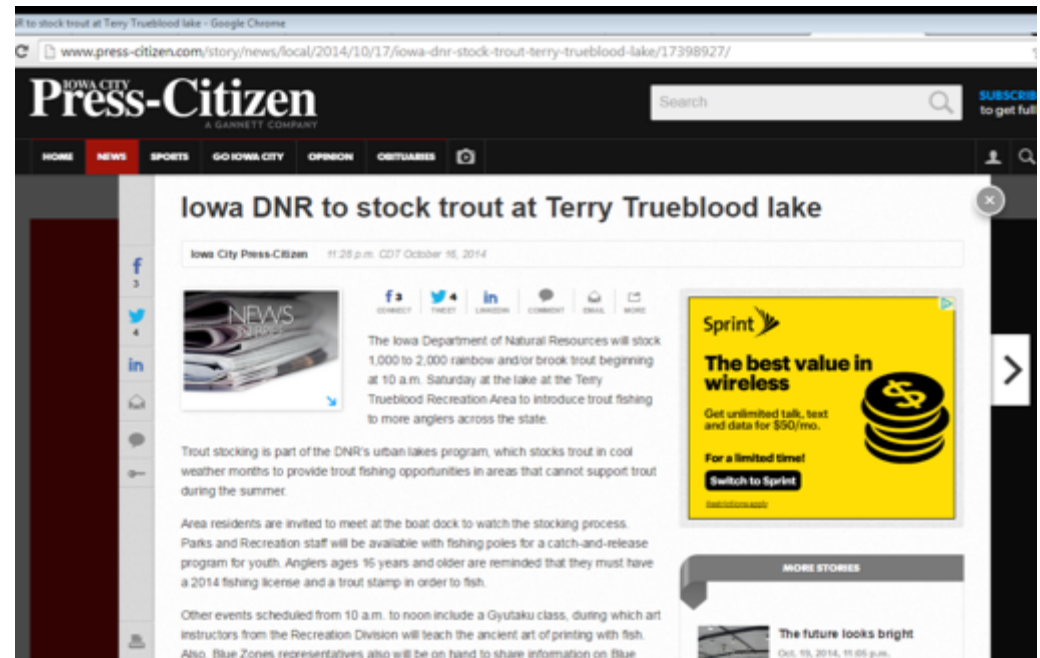
$$3 \times (3 + 2) = 15$$



Value Measurement

Media x (Placement +
Message Delivery) =
Total Score

$$4 \times (4 + 3) = 28$$



Public Relations Measurement

- Letters to the editor – comments on the website version
- Brochures, posters, etc. – trackable link, promo codes
- Partner letters – number of respondents
- Promotional giveaways – number of in-person engagements: emails/names collected, number of chatchkes given away, number of prize winners



Speaking Engagements/Events

- Registration numbers vs. actual attendees
- Number of speaking events and attendance numbers
- Evaluation forms

1. How valuable were the ideas, information, and concepts to you?

1	2	3	4	5	6	7	8	9	10
Not at all			Slightly		Fairly			Highly	

2. How effective was my presentation of the material?

1	2	3	4	5	6	7	8	9	10
Not at all			Slightly		Fairly			Highly	

3. Compared to other meetings covering a similar subject, how would you rate today's program?

1	2	3	4	5	6	7	8	9	10
Poor		Fair			Good			Excellent	

4. What idea was most valuable to you?

5. How can I improve?



Digital/Social Media Measurement

- Website hits
- .pdf downloads
- Form completions and inquiry counts
- Email marketing and e-newsletter open/read rates
- Social media likes, followers, forwards/shares, comments and other stats
- Contest entries



External Measurement

Communication Effort	Effective Reach	Return	Increase
Direct Mail	100% (3500 pieces)	3%	105
Promotions	500	4%	20
eMail Marketing	100% (2500 emails)	10%	250
Events	2 events (100 attendees)	100%	100
Evaluation Forms	100% (100 people)	80%	80
Speaking Engagements	10 (10 people each)	100%	100
TOTAL			655



External Measurement

Communication Effort	Effective Reach	Return	Increase
Direct Mail	100%	3%	600
Door Hangers	5,000	8%	400
Presentations	3 events (100 people)	10%	10
School Presentations	2 events (60 children)	10%	6
Newspaper Article	4,500 HH	5%	225
TOTAL			1,241



Media Comparison Analysis*

In order to compare various media outlets, it is important to evaluate apples to apples. By using a cost-per-thousand analysis, you are able to make decisions on your media budget in an objective way.

Cost Per Thousand (CPM) is the cost to reach one thousand people or households via a given advertising outlet or medium. (*M* is the Roman numeral for 1,000.)

$$\text{CPM} = \text{cost} \times 1,000 / \text{total audience}$$

$$\text{CPM} = \$350 \times 1,000 / 2,000$$

Media	Cost of Effort	Circulation or Number Ordered	Cost per thousand (CPM)	Efficiency Rank	Notes
EXAMPLE Newspaper Ad	\$350	2,000 Homes	\$175	Med	
EXAMPLE Promo Fair Giveaways	\$500	1,000	\$500	Low	Cost per piece is 50-cents
Averages					
Direct Mail			\$20		
Iowa Television Stations			\$30		
Iowa Radio Stations			\$15		
Internet Banner Ads			\$25		

*Cost per 1000



Digital and Social Media Worksheet

Venue	Weekly Staff Time	Cost	Posts per month	Goal	Challenges
Email					Collecting email addresses Maintaining list
E-Newsletter					
Facebook					
Twitter					
LinkedIn					
Instagram					
Blog					
Whitepapers					
YouTube Video Channel					





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Tools for Monitoring & Measuring



Tools

- Social media metrics – Facebook, Twitter
- Google analytics – do you have this free measurement on your website?
- Survey software – MailChimp, Polldaddy
- Tracking news coverage – Google Alerts, Iowa Newspaper Association, clip services



Tools

- **TalkWalker.com/Alerts:** monitors relevant web mentions and sends an email alert – free
- **Tame.it:** monitors Twitter conversations of target subject – both a free platform and a paid premium platform
- **SproutSocial.com:** Monitors and provides an analysis of Facebook, Google+, and Twitter posts – free subscriptions and paid subscriptions



Tools

- **Hootsuite:** manage and measure social networks
– free subscription and premium subscription (\$5.99/month)
- **SocialMention.com:** social media equivalent to Google Alerts but also gives strength, sentiment, passion, and reach of post



socialmention*



Questions?

- When should I measure communications?
- What do I want to measure?
- How valuable is the metric?
- What does the metric mean?
- What should I do about it?





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MARKETING

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Agency Marketing
Energized

